

Subscriber Fee increase

What we are asking

Nebraska Interactive is asking to increase the subscriber fee to \$95 to fund additional customer support staff in assisting Nebraska citizens and businesses with online services and to appropriately adjust the fee per the increase in services and technologies being serviced over 23 years. The current \$50 subscriber fee was established in 1992 with only a couple of services available.

Why we are asking

- To prevent the increased number of customers and partners being sent to voicemail.
- To provide adequate funding for additional customer support staff.
- Increased focus on billing activities required with the new contract
- Investment into the longevity of the current and future support staff.

Rational

Nebraska Interactive's 2 Customer support staff are funded through an annual subscriber fee paid by companies receiving access to bulk information services. This support staff is responsible for providing assistance to citizens, business and partners through various channels such as phone, email and LiveChat. When they are not providing support they are working on financial aspects of subscriber account administration. The customer support staff on-board new subscribers, add and remove new users, change passwords, analyze accounts for fraudulent activity, prepare billing statements, receives payments among many other support activities. Since 1994 support options have been added such as LiveChat and acceptance of credit cards which required the addition of a new support person in 2011.

The customer support staff are responsible for the management of EGSLA's, Addenda's and Statements of work (SoW). Our support team processes these documents through a series of audited controls in order before a service can go live. With the addition of SoW's and political subdivision's the time required to manage these documents will continue to make support less available to answer phones.

Subscribers pay an annual fee \$50 to cover the administrative costs of supporting and managing accounts. Thru June of 2016, NI generated \$118,450 from subscriber fees and expended \$115,812 for banking and staff costs. The increase is needed to invest the longevity of the current and future support staff.

Nebraska	Kansas	Arkansas	Idaho
\$50 annual fee 10 users per account \$100 for 11-20 and so on	\$95 Annual fee 10 users per account \$190 for 11 to 20 and so on.	\$95 Annual fee 10 users per account \$190 for 11 to 20 and so on.	\$95 annual fee 100 users
1 Finance admin/support, 1 Support	2 support techs, 1 Office admin, 1 Finance admin,	1 Office admin, 10 Help/support staff	1 Finance admin and 3 support techs
31 Services	14 services	25 services	11 services
4,362 Active subscriptions	2,763 Active subscriptions	3,911 Active subscriptions	955 Active subscribers
33,679 Active users	22,990 Active users	66,735 Active users	3817 Active users

*** * IT IS IMPORTANT TO NOTE EACH \$50 SUBSCRIPTION, THERE ARE 10 USERS ALLOWED. THERE IS NO ANNUAL FEE PER USER.**

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Conclusion

Nebraska Interactive believes it is important to have people available to help constituents with crucial filing deadlines which have a tangible impact on people's lives and their companies. Customer support is about Nebraskan's helping Nebraskan's to feel confident about the transactions they have made online with our partners. A subscriber fee increase of \$45 will secure the additional customer support staff and maintain the same level ongoing service to the constituents of the Nebraska State Records Board. I believe this is a reasonable adjustment of the fee for the benefit being provided through the additional services and technologies being serviced since 1992.